

# FORUM

March 1998

Volume 4

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## Reynolds Tobacco recognized for assisting Hispanics in the U.S.

The Council of Hispanic Communities (CHC) recently recognized R.J. Reynolds Tobacco Co. for its efforts to assist and support Hispanic communities, leaders and organizations in the U.S., particularly Mexican-Americans. These efforts further the CHC's mission to unite Mexican and U.S. Hispanic leaders.

The CHC is a non-profit organization based in Puebla, Mexico, that works to communicate the cultural, commercial, social and political resources of Hispanic communities throughout the world. By creating pacts between Mexico and other Latin countries, as well as between Mexico and the U.S.,

the organization promotes the importance of understanding Hispanic needs in a global setting.

"The leaders of the CHC have done outstanding work in communicating with Hispanics in corporate America and identifying ways Mexican executives and entrepreneurs can work with leaders from the U.S.," said Bert Gomez, RJR National Manager of Corporate Affairs, who accepted the honor on behalf of Reynolds Tobacco. "I was very impressed by the knowledge and professionalism of the CHC members." During his visit to Mexico, Gomez met with leaders from across the

*Governor Manuel Bartlett Diaz of Puebla, Mexico, (left) met with Bert Gomez, RJR national manager of corporate affairs, during his visit to the Latin country.*

Mexican Republic including elected officials, publishers, entrepreneurs, activists and members of the CHC board.

"We are very proud of the relationship we have built with

*continued on page 3*

*"The leaders of the CHC have done outstanding work in communicating with Hispanics in corporate America and identifying ways Mexican executives and entrepreneurs can work with leaders from the U.S."*

*Bert Gomez,  
RJR national manager  
of corporate affairs*



*While in Mexico, RJR's Bert Gomez visited Momento Diario newspaper in Puebla, Mexico. Pictured (from left) are Baraquiel Montoto of Momento Diario; Baraquiel Montoto Jr. of Momento Diario; Neris Ramon Palacios of Nuevo Siglo of Tampa, Fla.; Bert Gomez and Mauro Gonzalez of Momento Diario.*

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## RJR employee receives national award for excellence

The National Eagle Leadership Institute (NELI) recently honored Janet Wheeler, R&D director of planning/administration for R.J. Reynolds Tobacco Co., with the Eagle Award for "her efforts to go beyond the call-of-duty to help others succeed, while remaining attentive to RJR's business goals."

Nominated by Gary Burger, senior vice president of R&D, and Susan Clapp, R&D director of human resources, Wheeler is the first Reynolds Tobacco employee to be selected for the award.

"Janet started at the bottom of the professional ladder and worked her way up — and she's still climbing," says Burger. "In addition to always performing her job responsibilities in an outstanding manner, she exhibits professionalism, integrity, leadership and a sense of humor on a daily basis."

NELI's mission is to introduce and foster the ideals and importance of leadership development among African-American and Hispanic high school and college students, while helping to establish mentoring relationships between NELI's rising professionals and aspiring student leaders. The institute also provides a national forum where Eagle Award recipients can perpetuate their commitment to community service, continued leadership responsibility and career development.

"The institute sorted through more than 300 nominees from a wide range of corporations and professional organizations," says Georgia Lee Clark, publisher and editor-in-chief of NELI's bi-monthly publication *Focus*. "We found two primary threads linking the selected individuals. First, most of the winners believe that they can only achieve personal success through individual initiative. Second, most believe that they can learn, develop and teach leadership skills."

Wheeler is currently involved in a number of organizations including, the board of directors — First Union National Bank, the board of directors — The Winston-Salem/Forsyth County Arts Council and the board of visitors — Wake Forest University. She has also received many honors including: the "Very Important Prestigious Woman" award from *Dollars and Sense* magazine in 1995, and the "Strong, Smart and Bold" award from The Salvation Army's Girls Club in 1997.

"It is important to give back to the community and help someone in need," says Wheeler. "NELI is a wonderful organization with an outstanding focus. I was honored to be nominated by RJR, and to receive the Eagle Award."



Janet Wheeler

## AHCC offers strategies for success in business

Following its mission to promote the domestic and international economic development of Hispanic businesses, and to serve as a link to non-Hispanic entities, The Atlanta Hispanic Chamber of Commerce (AHCC) recently held its "Small Business Strategies for Success" conference in Atlanta, Ga.

The AHCC provided forums and workshops to assist the success of members' businesses.

Georgina Clark, president of Georgina Clark and Associates, brought real life experiences into play with her workshop discussion on "How to Network Effectively." "Networking is much more than working the room," she said. "It's about being a good listener. Networking is a powerful tool to do business and it is important to ask the right questions in order to get the business you want."

David Gallagher, president of Galmark, Inc., also discussed business strategies with attendees in his workshop, "Keys to Successfully Marketing Your Business Products and Services." "Success may be obtained through what I call the SMART goals principle," said Gallagher. "Goals of successful businesses are: (S)pecific; (M)easurable; (A)ttainable; (R)ealistically high; and have a (T)arget date."

During the event, the AHCC also honored members who have consistently supported the chamber's efforts. Among the members who were honored for 10 years of service to the chamber were:

- Joaquin Coello of Coello International & Associates
- Ana Collantes of Collantes Language Consultants
- José Barreto of J. Barreto Insurance Agency
- Tony Flores of Vargas, Flores and Amigos
- Norberto Osés of Sun Financial Group
- Elena Merino of The Meridian Group

"It is my delight to represent R.J. Reynolds Tobacco Company's support for this important organization," said Denise Rixter, RJR regional manager of corporate affairs, during the AHCC breakfast. "I encourage conference attendees to tell others of the chamber's efforts so that membership will increase and to serve as resources to the membership at large." RJR has been a member of the AHCC for two years.

## Mayor Herenton of Memphis outlines plans for 1998

Citizens of Memphis, Tenn., recently attended the city's New Year's Day Prayer Breakfast where Mayor Dr. W.W. Herenton provided a review of the city's 1997 accomplishments and an overview of 1998 goals.

During the breakfast, which was sponsored by City Council Chairman Myron Lowery, Herenton said, "Memphis experienced unprecedented growth in 1997 — \$1.3 billion in capital investments in the metro area with 10,000 new jobs created in the city and county. There are also a variety of developments occurring downtown."

Among the Mayor's top priorities are to reduce crime in Memphis by expanding the recruitment of police officers; increasing police officers' pay; and establishing a law enforcement internship program for high school and college students. Herenton also suggested implementing a tuition-reimbursement program for those seeking to work for the police department.

Also in celebration of the New Year, the city held its annual Jazz Champagne Brunch. Featured acts at the brunch included the Peacemakers, the Alfred Rudd Duo and The Voices of Imani — featuring Donald O'Connor. Rufus Thomas and his daughter Carla were special guests of this year's brunch. The Thomas' are father-daughter musicians who each achieved gold-record status. The group was on the Memphis-based Stax Records Label which was popular in the 60s and 70s.

"The City Council's theme for 1998 is 'Celebrate Memphis,'" Lowery said. "It's time to celebrate the rich history, culture, musical heritage and diversity of Memphis." This year, the city will also commemorate the death of Martin Luther King Jr. and the 30<sup>th</sup> anniversary of the Memphis City council.

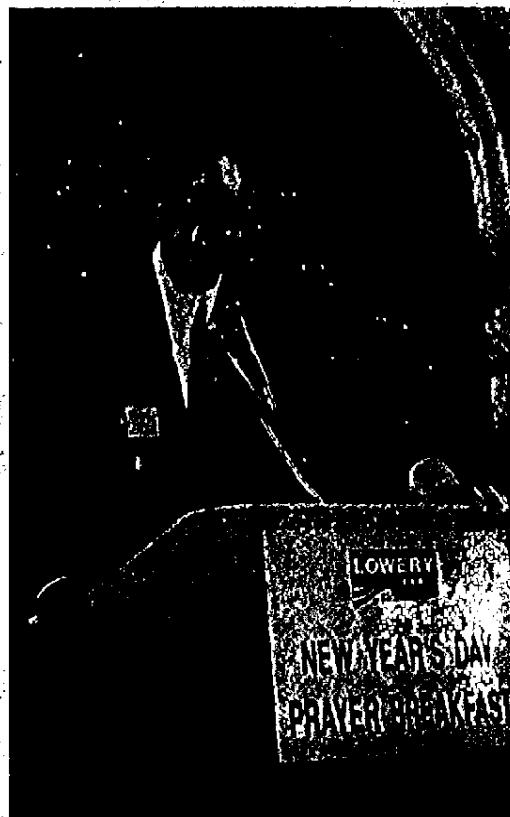
"Each of these events attracts a different group of participants," Lowery said. "I would like to thank R.J. Reynolds Tobacco Company for its support in donating gifts to those who have attended each event during the past several years."

### Assisting Hispanics in the U.S.

*continued from page 1*

RJR," said Pedro Garcia Aguilar, CHC National Coordinator in Mexico. "The CHC appreciates that Bert Gomez — a Cuban-American executive — visits our country and meets with our future leaders to motivate them to finish school and plan for the challenges of life."

At the request of the CHC, RJR will select a group of six representatives from Reynolds Tobacco to visit Mexico City in May 1998. The visit will include meetings with Congressional leaders and President Zedillo of Mexico.



Memphis Mayor The Honorable W.W. Herenton talks to citizens about the city's 1998 initiatives during the New Year's Day Prayer Breakfast. Sponsored by City Councilman Myron Lowery, the event also gives citizens the opportunity to celebrate Memphis' 1997 accomplishments.



During a reception at Sol De Puebla newspaper, R.J. Reynolds Tobacco Co. was honored by members of the Council of Hispanic Communities, an organization that works to promote Hispanic needs globally. Pictured (from left) are Humberto Ferniza of Sol De Puebla; Rodolfo Sierra Sanchez of Sol De Puebla; Bert Gomez of RJR; Neris Ramon Palacios of Nuevo Siglo newspaper - Tampa, Fla.; Edgar Yamil Ortega of the CHC and Luciano Ruiz of the University of Fine Arts - Puebla, Mexico.

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## SHCC installs 1998 officers

The Sacramento Hispanic Chamber of Commerce (SHCC) recently held its 26th Annual Installation Dinner where the 1998 chamber officers were installed. The SHCC also recognized 32 students from California State University who received academic scholarships in 1997.

"This evening's theme, 'Progress Through Partnerships,' emphasizes this chamber's desire to work with business, education and the fastest growing sector of our community - the health care industry," said newly installed SHCC President Carlos Ramirez. "We will continue to devote much of our time and resources to helping our young people meet the educational challenges they face. Our young people must prepare themselves to lead in business, education and government. And we must help them initial preparation. The SHCC chamber officers for 1998 include:

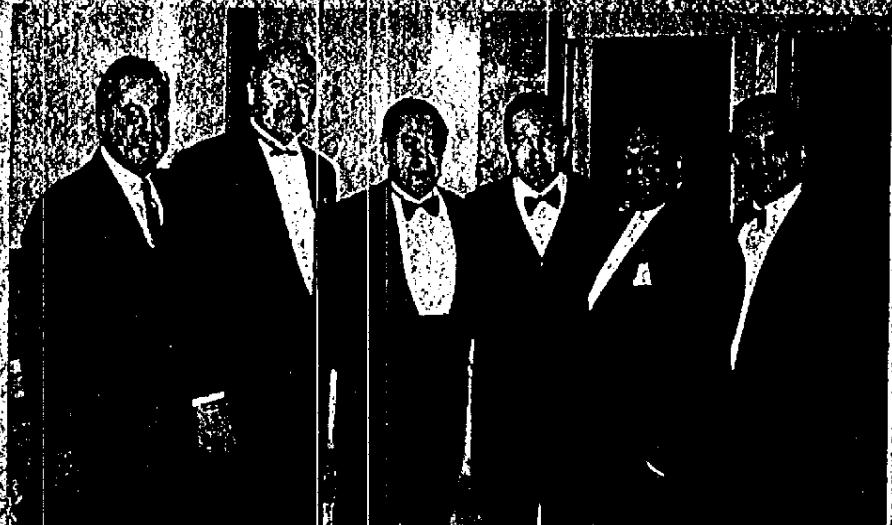
- Carlos Ramirez - President
- Joseph Martel - President-elect
- Carla Vasquez - Vice president of business advocacy
- Marco Rodriguez - Vice president of membership

- **Jorge Delgado** – Vice president of public and community relations
  - **John Valencia** – Secretary
  - **Lydia Kahler** – Treasurer
  - **Melinda Guzman-Moore** – Immediate past president

Part of the SHCC mission is commitment to providing financial assistance, mentoring and tutorial support and job training to the Latino youth. This commitment helps to ensure that young receive quality education that prepares them for the challenges of adulthood in the world.

work and business in a changing technological environment. The program, which is currently president and CEO of the service's Master Company and executive speaker at the event, said it is important to set educational goals to align and help prepare the company's future.

Second, our study found that the tobacco industry has been instrumental in the health care community of the SFHCC for five years and in the community for 15 years. Third, 100% of the organizations that work with the SFHCC are funded by the tobacco industry.



The Sacramento Hispanic Chamber of Commerce (SHCC) recently inducted 199 officers during the organization's 26th Annual Installation Dinner. Following the 199 officers at the event were (from left): Bill Caya, RH division sales manager; Jim Duran, SHCC board of affairs; Carlos Ramirez, SHCC president; Joseph Martel, SHCC president-elect; Andrew Ysiano, president of California Hispanic Chamber of Commerce (CHCC); and Rafael Sanchez, past-president SHCC and CHCC legislative committee chairman.

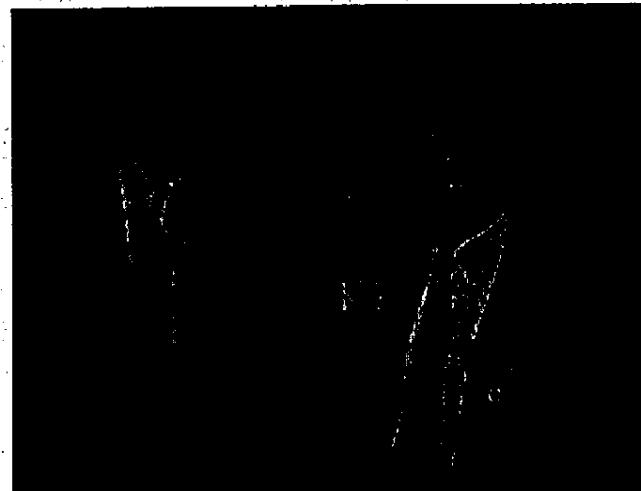
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## Stone Mountain, Georgia, swears in city's first African-American mayor

History was set in Stone Mountain, Ga., recently, when Chuck Burris was sworn in as the city's first African-American mayor. Attended by more than 500 Stone Mountain residents and dignitaries, Burris was sworn in by The Honorable Thurbert Baker, Georgia's first African-American attorney general. Burris defeated incumbent Mayor Pat Wheeler in a close election last November.

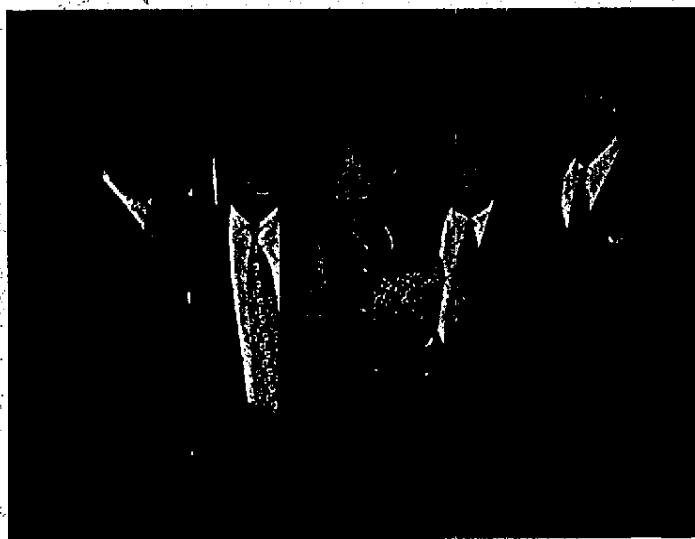
During his thirty-minute "State of the City Address," Mayor Burris said, "Tomorrow will see the dawn of a new day in Stone Mountain. Dawn will see Stone Mountain as a city of progress and purpose, not prejudice and hate." He also outlined an agenda for the city including zero tolerance for drugs and programs geared toward creating a family-friendly city.

Newly elected council members — Triwanna Benton, Eleanor Heil and Gary Peet — were also sworn in during the ceremony.



*The Honorable Chuck Burris of Stone Mountain, Ga., (right) was recently sworn in as the city's first African-American mayor. Congratulating Burris' victory during his inauguration celebration were Rev. Kenneth Samuel, pastor of Victory Baptist Church, and Denise Rixter, regional manager of RJR corporate affairs.*

Following the inauguration, guests attended a reception sponsored by R.J. Reynolds Tobacco Co., Victory Baptist Church and the Stone Mountain Merchants Association.



*NHCSL recently hosted a reception in New York City for its Northeast delegation. Among those who attended the event were (from left): Rep. John Martinez of Connecticut; Rep. Ben Ramos of Pennsylvania; Rep. Millie Gonzalez of Connecticut; Sen. Efrain Gonzalez Jr. of New York and president of the NHCSL; and Bert Gomez, RJR national manager of corporate affairs and co-chair of the NHCSL Corporate Roundtable.*

## NHCSL hosts reception for its Northeast delegation

The National Hispanic Caucus of State Legislators (NHCSL) recently hosted a reception for their Northeast delegation following a concert featuring Latin star José Feliciano at Carnegie Hall in New York City. Based in Washington, D.C., the NHCSL is an organization representing more than 250 Hispanic state elected officials nationwide. Feliciano and several members of the NHCSL attended the reception which was co-sponsored by R.J. Reynolds Tobacco Co.

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## MAGA supporters raise money for organization's efforts

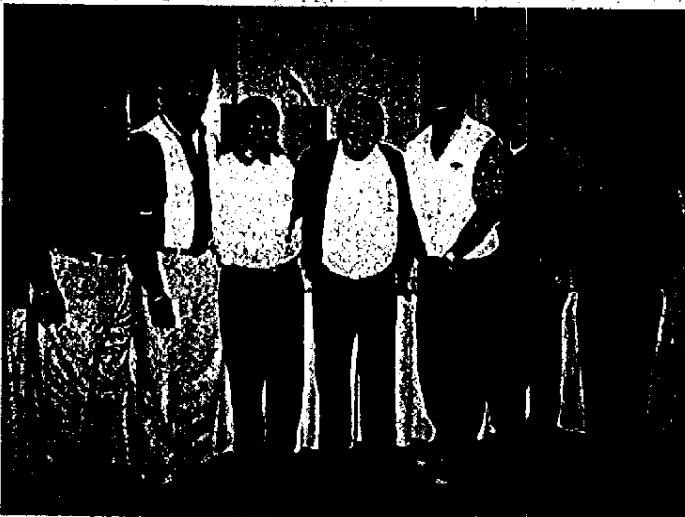
Members of the Mexican American Grocers Association (MAGA), grocery store chain representatives and suppliers, and independent food retailers gathered recently to practice their golf swing and raise money for MAGA during the association's annual golf tournament.

"RJR is proud to support MAGA's continuing efforts and goals as the largest Hispanic grocery trade organization," said Bert Gomez, national manager of corporate affairs for RJR. "We will continue to support MAGA in the future." R.J. Reynolds Tobacco Co. has sponsored the MAGA golf tournament for eight years.

MAGA was started in 1977 by a small group of Mexican retail grocery store owners who felt that they were not receiving adequate service and attention from industry manufacturers, brokers, distributors, wholesalers and trade associations.

The founding members soon discovered that the problems they faced were common to all independent retail grocers operating in the Mexican/Latino community. Since then, the organization has spent a great deal of time, energy and resources educating the industry about the myths surrounding the Mexican/Latino market and the grocers who sell to that consumer base.

"The success of MAGA and its goals cannot be realized without the support and loyalty from its members and supporters," said MAGA Board Chairman Morrie Notrica.



Supporters of the Mexican American Grocers Association recently participated in a golf tournament to raise money for the organization. Among the individuals who took part in the fundraising effort were (from left): Jim Duran, RJR corporate affairs; Bert Gomez, RJR corporate affairs; MAGA Board Member Uka Solanka, owner of Big Saver Markets; MAGA Board Chairman Morrie Notrica, owner of Notrica's 32nd Street Markets; Michael Suggs, RJR corporate affairs; Shane Martin, RJR Account Manager; and Steve Soto, MAGA CEO.



Dr. Alton Pollard III

### Tools of the Spirit

#### Dr. Alton Pollard addresses racial issues during presentation at RJR

Dr. Alton Pollard III, associate professor of religion at Wake Forest University, recently spoke to Reynolds Tobacco employees during a noontime dialogue entitled "Tools of the Spirit."

"We all belong to each other," said Pollard. "Human beings are for each other, and we should embrace this fact." In celebration of Black History Month, Pollard's presentation was sponsored by the RJR Workforce Diversity Advisory Council and Network 2000, an organization — made up of Reynolds Tobacco employees — that promotes the career and personal development of RJR's African-American employees.

During his presentation, Pollard also reflected on the meaning and power of African-American culture and addressed questions such as: Why have African Americans been labeled by names such as Negro, Colored and Black? How did African Americans withstand the insult of slavery? And, how does the past impact the present?

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## EDITORIAL

# The National Black Caucus of State Legislators Resolution Support for the Congressional Black Caucus Task Force and Working Group on the Tobacco Settlement

*Editor's note: The following document explains the National Black Caucus of State Legislators (NBCSL) support for the proposed national tobacco resolution and the potential impact of the proposed resolution on the African-American community.*

*Reprinted with the permission of the NBCSL.*

WHEREAS, on June 20, 1997, the major U.S. tobacco companies, state attorneys general and representatives of several national public health organizations announced a proposal to resolve lawsuits filed by the states against the tobacco companies for reimbursement of health care costs allegedly attributable to tobacco use. The "proposed resolution," as this agreement is called, mandates a total reformation and restructuring of how tobacco products are manufactured, marketed and distributed in the United States; and

WHEREAS, the Congressional Black Caucus (CBC) has established a Task Force on the Tobacco Settlement and a Working Group under the able chairmanship of Congressman Bennie G. Thompson of Mississippi; and

WHEREAS, the Congressional Black Caucus Task Force has held working sessions involving major African-American health, legal, financial, educational and media organizations, focusing mainly on African-American institutions that should be included in any proposed legislative program; and

WHEREAS, the Congressional Black Caucus Task Force has demanded in meetings with the White House, Members of Congress and the state attorneys general that African-American hospitals, medical schools, health associations, legal, financial, communications and medical organizations be included in an equitable distribution of the settlement's proceeds for research, education, smoking cessation among young people and media advertising campaigns; and

WHEREAS, the Tobacco Settlement is viewed by the Congressional Black Caucus Task Force as a significant step towards helping to resolve government and public concern over health problems resulting from tobacco use; and

WHEREAS, the Tobacco Settlement addresses

the problem of youth access to and use of tobacco products by incorporating virtually every control measure ever proposed to address youth tobacco use, thereby creating a comprehensive program that goes much further than the rule proposed in 1995 by the U.S. Food and Drug Administration (FDA); and

WHEREAS, the Congressional Black Caucus Task Force of the Tobacco Settlement has reached out to invite other African-American organizations, including elected officials, to provide input for the development of a black-legislative perspective on the Tobacco Settlement; and

WHEREAS, the Congressional Black Caucus Task Force is striving to make certain that any national tobacco settlement and ensuing legislation acknowledge the public health problems related to smoking and include specific provision to address present and future health and financial liabilities faced by the community that we represent.

NOW, THEREFORE, BE IT RESOLVED BY THE 21<sup>ST</sup> ANNUAL LEGISLATIVE CONFERENCE OF THE NATIONAL BLACK CAUCUS OF STATE LEGISLATORS (NBCSL), ASSEMBLED IN MILWAUKEE, WISCONSIN, DECEMBER 10-13, 1997, That in recognition of the impact the National Tobacco Settlement and proposed Congressional legislation will have on the African-American community, and the leadership initiative taken by the Congressional Black Caucus and its Task Force on the Tobacco Settlement, the National Black Caucus of State Legislators does hereby resolve to support the Congressional Black Caucus Task Force and Working Group on the Tobacco Settlement and their recommendations for inclusion in the legislation being considered by the U.S. Congress. . .



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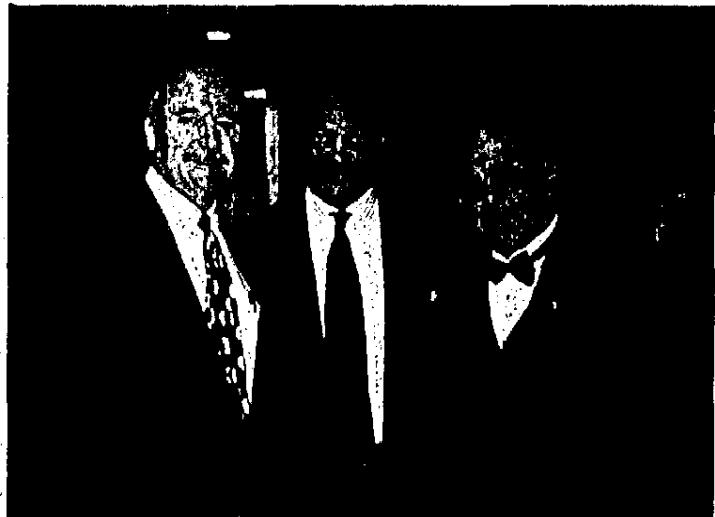
FORUM 7

# LULAC celebrates 69 years of service to Latino community

The League of United Latin American Citizens (LULAC) recently celebrated 69 years of promoting the civic participation, educational opportunity, economic well-being and cultural heritage of all Latino Americans during the organization's Black and White State Ball held in Lynwood, Calif.

LULAC President Belen Robles said, "I want to emphasize to all present - community leaders, elected officials, parents and educators - that our children need more guidance and direction than ever before. Our assistance will enable them to achieve the education that they deserve and to become responsible members of their communities." Robles was honored during the gala as the first woman president of LULAC.

The ultimate goal of LULAC is to empower every Latino through equal opportunity. To foster this primary goal, the organization strives to achieve full participation and inclusion for all in the political, educational, social and economical processes. R.J. Reynolds Tobacco Co. has been involved with LULAC for more than 10 years through its support of the organization's National Corporate Advisory Council and educational



Jim Duran, RJR regional manager of corporate affairs, (left) Rev. Jesse Jackson, president and CEO of The Rainbow/PUSH Coalition, and Gil Flores, LULAC state president, were among the attendees at the League of United Latin American Citizens' Black and White Ball. The organization celebrated 69 years of service to the community during the event.

scholarship programs.

"Aside from being an advocate for Latino rights and issues within the City of Lynwood, this group has aggressively taken an active leadership role in promoting and establishing cooperative relations with civic and governmental institutions and agencies in the field of public service," said

Mayor Armando Rea.

Keynote speaker, California Assembly Majority Leader and Speaker of the House Antonio Villaraigosa, recalled discriminatory practices as a youth in East Los Angeles, Calif. "As a child, I remember that Hispanics were only allowed to swim at the public pool on Tuesdays - the day before the pool was scheduled to be drained and cleaned.

"The great American dream can be achieved by demonstrating perseverance and leadership, and setting educational goals." During the event, Villaraigosa was honored as newly elected Speaker of the California State Assembly.



Among the attendees who showed their continued support for LULAC's goal of equal opportunity for the Latino community were (from left): Gil Flores of LULAC; Antonio Villaraigosa, California assembly member and speaker of the house; Belen Robles, LULAC national president; and Jim Duran of RJR.

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## Congressman Bennie Thompson addresses NNPA workshop on proposed national tobacco resolution

Conway, small business owner, Thompson of Mississippi, Chairman of the Congressional Black Caucus Task Force and Working Group on the Tobacco Settlement, was the keynote speaker at the Mid-Winter Workshop luncheon of the National Newspaper Publishers Association (NNPA). During his speech, Thompson discussed the proposed national tobacco resolution and the positive impact it would have. The resolution could bring in minority communities to the Congressional Black Caucus, started looking at the proposed tobacco resolution and the proposed tobacco resolution. Here are the dynamics of the proposed tobacco resolution. The resolution of the tobacco industry is to give \$10 billion in tobacco settlement money to the poor. This will come from the tobacco products. We think it has to come from the people who are below the poverty level. We think the proportionate price of tobacco products to those and those who are not. Based on the poor people below the poverty level will pay 10 percent of their gross income just

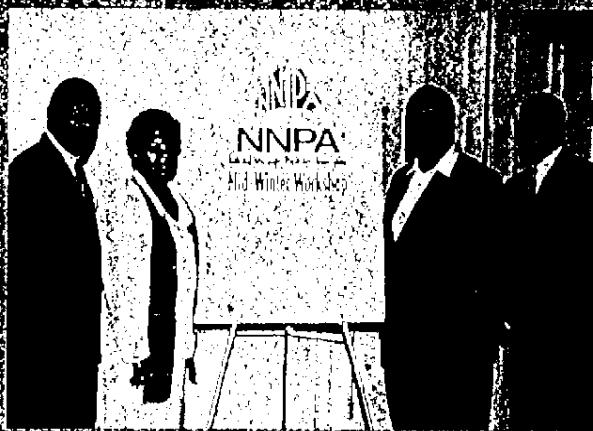
We want to create a national nonprofit organization to dispense millions of the money of the black community," explained Thompson. "The caucus has however expanded its base to include the Hispanic, Asian and Native American communities, and they have all bought in."

"We are talking about the four black medical schools that are endowed with around \$750-\$800 million dollars. If we can raise the money, the General Accounting Office (GAO) study that says for \$800 million dollars we can fix every historic building on every historic black college campus in America. This will be part of the \$368 billion tobacco settle-

ment. We have only talked about \$2 billion of that amount being earmarked for our community. So, what we're asking for is more, a whole lot more. CBC members who are anti-tobacco have told me, "If we can do this type of deal together, I will support you."

In addition, Thompson advocated that Black media, particularly newspapers, should not be penalized by advertising restrictions suggested without the proposed legislation. Thompson responded: "Not only was this what these unions did to you, but it is what you did to us. You gentlemen have nothing to do with the communication. We suggest that you do nothing to force us to do what you want us to do."

We suggest that a \$25 million air pollution control fund be established.



ANPA) Mid-Winter Workshop in Tucson, Arizona

the proposed legislation would not affect the revenue lost from advertising restrictions.

The National Newspaper Publishers Association, founded 71 years ago, is the largest association of the more than 2,000 black-owned newspapers in this year's NNPA Mid-Winter Workshop team in action. The days of panel discussions and speeches by Congressional members (Syndey McKinney of Georgia and Jim Clyburn of South Carolina) and their 200 editors, publishers and guests attended the function, which was hosted by KJ Reynolds, obituary editor.

# RJR distributes Morales book to students

Merced College, located in Merced, Calif., recently invited Dionicio Morales, president and founder of the Mexican-American Opportunity Foundation of Los Angeles, to its campus to present his autobiography *Dionicio Morales: A Life In Two Cultures*.

From bitter poverty to sweet success, the autobiography recounts one family's engrossing tale of immigration to the United States, their losing battles and impacting leadership on the front lines of political activism. This saga cuts through the events in Mexican-American history with vivid accounts of the "zoot-suit wars," the "Sleepy Lagoon Murder Trials," and the 1970 Chicano Moratorium.

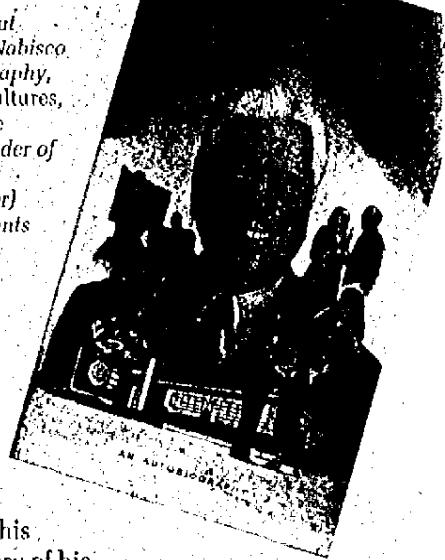
The book is also the historical chronology of the establishment and development of the Mexican-American Opportunity Foundation, one of the largest community-based human service organizations in the United States. Founded by author Dionicio Morales, the organization has benefited from a nationwide partnership of community, government, labor and corporate organizations in the United States.

As founder and president of the foundation, Morales has enacted a number of community programs such as:

- Skills training programs;
- Child care centers;
- A handyman program to repair low-income homes;
- A senior-aides program to furnish part-time employment to elders;
- A nutrition program for elders;
- A professional recruitment program in computer science and management;
- An employment services program; and
- An information and referral service to facilitate the appropriate placement of children in public and private child care agencies.



*In an effort to educate students about Mexican-American ancestry, RJR Nabisco has donated copies of the autobiography, Dionicio Morales: A Life In Two Cultures, to school and college libraries in the California area. President and Founder of the Mexican-American Opportunity Foundation Dionicio Morales (center) recently presented his book to students of Merced College in Merced, Calif. Also pictured are Jim Duran of RJR and Dr. Ben Duran, president of Merced College (right).*



In an effort to support Morales' book and educate students on the background of this community leader and the history of his Mexican-American ancestry, RJR Nabisco has purchased a number of copies for distribution to school and college libraries.

"As a longtime friend of Dionicio and a member of the board of directors of the Mexican-American Opportunity Foundation, I am proud to donate 20 books to the Merced College library on behalf of RJR Nabisco," said Jim Duran RJR regional manager of corporate affairs.

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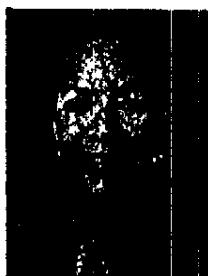
Assisting the distribution of goods to the poor during the CAMACOL effort were (from left): R.J.R.'s Bert Gomez and his son Matthew; Congresswoman Ileana Ros-Lehtinen of Miami, Fla., Mayor Alex Penelas of Miami-Dade County, Fla., and CAMACOL President Luis Sabines.

## Miami leaders reach out to city during the holidays

The Latin Chamber of Commerce of Miami (CAMACOL) recently gathered community leaders to assist in the annual distribution of goods to the poor and the homeless in Miami, Fla. More than 100 corporations and organizations sponsored the effort, and approximately 2,000 people were in attendance. For several years, R.J. Reynolds Tobacco Co. has been a major sponsor of the project, as well as the special edition of CAMACOL Magazine that highlights the organization's efforts.

"We have received tremendous support from CAMACOL on various issues," said Bert Gomez, R.J.R. national manager of corporate affairs. "CAMACOL President Luis Sabines has been a friend for many years. It has been an honor to represent Reynolds Tobacco during this event and to reach out to people in Miami's community." CAMACOL has been an international partner of the U.S. Hispanic Chamber of Commerce during its dealings with Latin American countries.

## Plummer promoted to vice president of marketing for Reynolds Tobacco



Ronda Plummer of R.J. Reynolds Tobacco Co. was recently promoted to vice president of marketing for the Salem cigarette business unit. Plummer is responsible for all marketing efforts involving Salem - the world's largest menthol cigarette brand.

Plummer began her career at General Mills, Inc. and came to work at Reynolds Tobacco from 1982 to 1985. After pursuing career opportunities with Pizza Hut Inc. and Sara Lee Corp., she returned to R.J.R. as director of marketing - savings brands in 1997. A native of Jefferson City, Mo.,

Plummer graduated from Tennessee State University in Nashville. She received a master's degree in business administration from the University of Wisconsin at Madison.

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## Calendar of Events

March 31 League of United Latin American Citizens Legislative Awards Banquet Washington, D.C.

April 16-18 African-American International Festival Memphis, Tenn.

April 19-22 National COPE Conference Atlanta, Ga.

May 16 Georgia Conference of NAACP Branches Atlanta, Ga.

June 10-14 100 Black Men of America Annual Convention New Orleans, La.

July 10-16 NAACP National Convention Atlanta, Ga.

July 10-19 National Black Arts Festival Atlanta, Ga.

July 11 Atlanta Chamber of Commerce Annual Gala Atlanta, Ga.

## R.J. Reynolds employees volunteer time in tutorial program for area school kids

The Equity Committee of North Carolina's Winston-Salem/Forsyth County school system's community liaison oversees the school board's educational liaison. The liaison recently reported that it had found no differences in the quality of books and material supplied by the school system among area schools, but the committee did find differences among the schools within the system in the level of volunteerism in the schools. In response to the need for volunteers in the school system, employees of R.J. Reynolds Tobacco Co. recently began volunteering their time at Mineral Area High School in Winston-Salem. The volunteer program is part of R.J.R.'s Corporate Outreach program. "We viewed this as an opportunity to be involved and provide support to our community," the community liaison said. "We are grateful to the community for its support of our department." By working with the school leadership to identify meaningful volunteer opportunities for both students and volunteers, we have been able to maximize time spent with the kids and the quality of the activities they participate in," she said.

According to representatives of area schools that are participating in the volunteer program, students who receive volunteer tutoring show an increased confidence level and marked improvements on state test scores taken at the end of the school year.

"This is one of the most fulfilling projects I have



an effort to support the need for volunteers in the Winston-Salem/Forsyth County school system. Brenda Jackson of R.J.R. (right) has offered her time to tutor area school children.

undertaken," says Jackson. "My volunteer partner, Brenda Kodd of R.J.R.'s R&D, and I have found great pleasure in seeing the young people respond positively to our efforts. In the short period that we have been involved with the program, we have benefited as much as the children by witnessing the energy they have put into the initiative."

# FORUM

VOLUME 4, ISSUE 1      March 1998

Published by the Public Relations Department  
of R.J. Reynolds Tobacco Co.

Address all communications, including requests  
to reprint any portion of this publication, to:  
Forum, 16th Floor, Reynolds Building,  
Winston-Salem, NC 27102.  
Telephone: (910) 741-3489  
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